

## WDRB-TV/WFTE-TV

### ANNUAL EEO PUBLIC FILE REPORT

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This EEO Public File Report ("Report") complies with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the following station(s): WDRB-TV, Louisville, KY and WFTE-TV, Salem, IN. This report is required in the public inspection files of these stations, and posted on their respective websites.

The information contained in this Report covers the time period beginning April 1, 2004 to and including March 31, 2005.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during The Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, Organizations entitled to notification pursuant to Section 73.2080©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Independence Television Company, WDRB-TV and WFTE-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

WDRB-TV Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email [humanresources@fox41.com](mailto:humanresources@fox41.com).

It is the policy of WDRB-TV and WFTE-TV to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law, in all personnel actions.

## WDRB-TV/WFTE-TV

### APPENDIX 1 TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2004 TO MARCH 31, 2005

Station(s) Comprising Station Employment Unit: WDRB-TV and WFTE-TV

#### Section 1: Vacancy Information

| Full-time Positions Filled By Job Title<br>(Dates indicate posting of open position.) | RS<br>Notified       | Recruitment Source of Hiree       | Total Number of Interviewees From All Sources For This Position |
|---|----------------------|-----------------------------------|---|
| 1. General Assign. Reporter<br>2/3/04   | 1-23, 25,29,31,32    | tvjobs.com                        | 5   |
| 2. Janitor/Bldg. Maintenance<br>4/9/04  | 1-22, 27,32, 35      | Courier Journal                   | 9   |
| 3. Local Sales Manager<br>4/8/04  | 1-22, 26, 32, 34, 35 | Client Referral                   | 3   |
| 4. Creative Services Coord.<br>2/12/04  | 1-22, 26, 32, 35     | fox41.com                         | 13  |
| 5. News Producer<br>2/4/04  | 1-25, 29, 32         | fox41.com                         | 3   |
| 6. National Sales Manager<br>4/23/04  | 1-22, 26, 32, 34, 35 | spotsndots                        | 4   |
| 7. Chief Financial Officer<br>4/27/04   | 1-22, 27, 32, 35, 36 | Courier Journal                   | 18  |
| 8. Account Executive 6/2/04   | 1-22, 32, 34, 35     | University of Louisville          | 2   |
| 9. Meteorologist 6/4/04   | 1-25, 29, 32, 35     | tvjobs.com                        | 2   |
| 10. Account Manager #3 6/16/04  | 1-22, 32, 35         | employee referral                 | 1   |
| 11. Account Mgr. #4 7/8/04  | 1-22, 32, 35         | Spalding University               | 5   |
| 12. Account Mgr. #5 9/9/04  | 1-22, 32, 35         | employee referral                 | 7   |
| 13. Nat'l. Sales Coord. 8/20/04   | 1-22, 32, 35         | fox41.com/employ.Guide.com        | 4   |
| 14. Accts. Recvbl. Mgr. 9/9/04  | 1-22, 27, 32, 35     | Courier Journal/careerbuilder.com | 4   |
| 15. Weekend News Prod. 11/2/04  | 1-22, 23, 32, 35     | tvjobs.com                        | 3   |
| 16. Account Mgr. #6 9/29/04   | 1-22, 32, 35         | client referral                   | 7   |
| 17. Account Executive #2 11/10/04   | 1-22, 32, 34, 35, 37 | fox41.com/employguide.com         | 8   |
| 18. Accts. Rec. Mgr. #2 11/9/04   | 1-22, 27, 32, 35, 37 | Employee Referral                 | 5   |

|                                   |                      |                           |    |
|-----------------------------------|----------------------|---------------------------|----|
| 19. C.F.O. #2 1/3/05              | 1-22, 27, 32, 35, 37 | Courier Journal           | 7  |
| 20. Broadcast Maint. Eng. 1/11/05 | 1-22, 32, 35, 37, 38 | fox41.com/employguide.com | 11 |
| 21. News Photog. #1 2/22/05       | 1-23, 32, 35, 37     | Employee Referral         | 3  |
| 22. Account Mgr. #7 1/14/05       | 1-22, 32, 35, 37     | fox41.com/employguide.com | 12 |

Total Number of Persons Interviewed During Applicable Period: 136

*Note: The job network accessed through the Fox41.com website takes you to the Employmentguide.com website as well. Similarly, when classified ads are placed with the Courier Journal newspaper, the cost includes placing the ad on the Careerbuilder.com website. Thus, some of the positions listed above have two referral sources listed.*

## Appendix 2 - RECRUITMENT SOURCE LIST

| <u>RS #</u> | <u>RS INFORMATION</u>  | <u># OF INTERVIEWEES<br/>PROVIDED BY RS<br/>APRIL 1, 2004-MARCH 31, 2005</u> |
|-------------|--|--|
|             | * Entitled to receive notification of job openings   |  |
| *1          | Iverson Warinner<br>Spalding University<br>851 S. 4th Street<br>Louisville, KY 40203<br>(502)585-9911  | 1  |
| *2          | Mrs. Booker<br>AARP<br>600 W. Cedar Street<br>Louisville, KY 40203<br>(502)584-0309  |  |
| 3           | Milton Finger<br>Lou. Metro Dept. of Human Resources<br>517 Court Place, Suite 301<br>Louisville, KY 40202<br>(502)754-3601                    |  |
| 4           | KY Dept. of Employment Services<br>c/o Order Taking Unit<br>600 W. Cedar Street<br>Louisville, KY 40203<br>(502)574-3601                       |  |
| *5          | I.D.E.T.S.<br>Indiana State Employment Services<br>P.O. Box 1287<br>New Albany, IN 47151-1287<br>(812)948-6102                                 |  |
| 6           | Richard Brooks<br>Career Develop. Center/Skills Bank<br>Louisville Urban League<br>1535 West Broadway<br>Louisville, KY 40203<br>(502)585-4622 |  |
| *7          | University of Louisville<br>Office, Placement & Coop. Education<br>Floyd Street/Cardinal Blvd.<br>Louisville, KY 40292<br>(502)852-5555        | 1  |

- \*8 Community Action Agency  
Jeannie Gough  
P.O. Box 2197  
Louisville, KY 40201-2197  
(502)574-1157
  
- 9 Ann Zeman  
Bellarmine College  
2001 Newburg Road  
Louisville, KY 40205-0671  
(502)452-8000
  
- \*10 Debbie Chandler  
KY Dept. of Vocational Rehab.  
200 Juneau Dr., Suite 2  
Louisville, KY 40243  
(502)254-3195
  
- 11 Jeanette Carroll  
Neighborhood Place  
4401 Rangeland Road  
Louisville, KY 40219  
(502)962-3160
  
- 12 Jo Frye  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6507
  
- \*13 Debra Eberle or Lynn Prinz  
Indiana University Southeast  
4201 Grantline Road  
New Albany, IN 47150  
(812)941-2265
  
- 14 Mary Fewell  
AD2 Job Bank  
3400 Robards Court  
Louisville, KY 40218
  
- 15 Melvin Turner  
Minority Affairs Services Bldg.  
University of Louisville  
Louisville, KY 40292  
(502)852-5555
  
- \*16 Sharon B.C. Foster  
Center for Women & Families  
226 West Breckinridge Street  
Louisville, KY 40201

- (502)753-3204
- 17 Sherman Bush  
Jefferson Community College  
109 East Broadway  
Louisville, KY 40202  
(502)584-2327
- 18 Sherry Klein  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6504
- \*19 Jennifer Harris  
Lincoln Foundation  
233 West Broadway, Suite 400  
Louisville, KY 40202  
(502)585-4733
- 20 Fox41.com 22  
624 W. Muhammad Ali Blvd.  
Louisville, KY 40203  
(502)584-6441
- 21 Employmentguide.com 5  
5301 Robin Hood Rd.  
Norfolk, VA 23513  
(877)876-4039
- 22 WDRB-TV Employee/Client Referrals 32
- 23 TVJobs.com 13  
Broadcast Employment Services  
P.O. Box 4116  
Oceanside, CA 92052  
(800)374-0119
- 24 RTNDA.com
- 25 Medialine.com  
P.O. Box 51909  
Pacific Grove, CA 93950  
(800)237-8073
- 26 Louisvilleadfed.org 4  
Robin Miller  
200 Distillery Commons, Suite 100  
Louisville, KY 40203  
(502)\_582-2444

- 27 Mike Cotton 39  
 Courier Journal  
 P.O. Box 740031  
 Louisville, KY 40201-7431  
 (502)582-2211
- 28 B-Roll.net
- 29 TVSpy.com  
 150 W. 22nd St., 5th Floor  
 New York, NY 10011
- 30 Television Week (Electronic Media)  
 1155 Gratiot Ave.  
 Detroit, MI 48207  
 (323)370-2415
- 31 NABJ  
 Boxwood Technology  
 billing@boxwoodtech.com
- 32 WDRB-TV In-House Employees 10
- 33 Louisville Technical Institute  
 3901 Atkinson Square Dr.  
 Louisville, KY 40205  
 (502)456-6509
- 34 Spots-n-Dots & spotsndots.com 7  
 167 Oakdale Rd.  
 Johnson City, NY 13790  
 (888)8842630
- \*35 Harbor House-Brenda Tierney or Kay Dalton  
 2231 Lower Hunters Trace  
 Louisville, KY 40216  
 (502)719-0072
- 36 Center for Corporate Financial Leadership 1  
 ccflinfo.org  
 550 W. Jackson, Suite 900  
 Chicago, IL 60661-5716  
 (312)601-4601
- \*37 Alice Hollins  
 National College of Business & Technology  
 4205 Dixie Highway  
 Louisville, KY 40216  
 (502)447-7634
- 38 Scott Jones

Society of Broadcast Engineers  
[kjones@sbe.org](mailto:kjones@sbe.org)  
(317)846-9000

**Total Interviewees Over Reporting Period** **136**

## WDRB-TV/WFTE-TV

### APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM

**COVERING THE PERIOD FROM APRIL 1, 2004 TO MARCH 31, 2005**

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Station(s) Comprising Station Employment Unit: WDRB-TV and WFTE-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WFTE-TV

#### **DATE                      RECRUITMENT INITIATIVE & BRIEF DESCRIPTION**

- 4/1/04 Ongoing Internship Program for college students. College students majoring in Broadcast Journalism or Communications receive credit hours for training. During this reporting period, we have had four interns in our News Department. Two were attending the University of Louisville, one the University of Kentucky, and one Indiana University. We also had one intern in our Production Department and one in Sales, both from the University of Louisville.
- 4/1/04 Ongoing Job Shadow Program for high school and college students. Students "shadow" an employee in the broadcasting career they are interested in. During this reporting period, News Anchor Elizabeth Woolsey hosted two students from Assumption High School, Sports Anchor Gary Montgomery hosted four students from Assumption High School, three from Murray State University, two from Eastern High School, one from Kammerer Middle School, one from Westport Middle School, and one from Western Kentucky University. Account Executive Scott Deopere hosted one student from Western Kentucky University.
- 4/1/04 University of Louisville Career Fair. Set up a booth at the career fair to recruit applicants and/or interns.
- 3/16/05 Louisville Urban League Job Fair. Set up a booth at the job fair to recruit applicants and/or interns
- 4/1/04 Ongoing Tours of our station given to students and various organizations. Tours given during this reporting period follow.

| <u>MONTH</u> | <u># TOURS GIVEN</u> | <u>TYPE GROUP</u>  |
|--------------|----------------------|--|
| May 2004     | 4                    | Cub Scouts / Tiger Cubs/<br>Middle School Field Trip<br>Male High School |
| June 2004    | 2                    | Russian Media Group /<br>Cub Scouts                                      |
| July 2004    | 1                    | Christ Temple Boys to<br>Men Group                                       |

|               |   |  |
|---------------|---|--|
| November 2004 | 2 | Evangel Christian School /Future Business Leaders of America |
| December 2004 | 2 | Cub Scouts / Scouts  |

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|              |   |                                     |
|--------------|---|-------------------------------------|
| January 2005 | 3 | Cub Scouts / Tiger Cubs/ Boy Scouts |
| March 2005   | 3 | Boy Scouts / Tiger Cubs/ Tiger Cubs |

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**METEOROLOGIST**

**TARA BASSETT**

**STUDENT MENTORS**

|                 |                |
|-----------------|----------------|
| September, 2004 | Two students   |
| October, 2004   | Three students |
| November, 2004  | One student    |
| December, 2004  | One student    |

## **EEO Report Narrative Statement**

The Commission's new EEO rules became effective March 10, 2003. Since the new rules became effective, Independence Television Company has used several recruiting methods as job positions have become available in the station employment unit, which is comprised of WDRB-TV and WFTE-TV. In addition, Independence Television Company is developing long-term recruitment and outreach initiatives.

Independence Television Company has had several job openings at all levels of its operations. Since April 1, 2004, Independence Television Company has filled 22 positions. Independence Television Company used several methods to recruit for these open positions. Some of the most successful recruitment sources have been advertisements placed in the Courier Journal newspaper, a daily newspaper published in Louisville, Kentucky, our own WDRB-TV website, fox41.com, employee and client referrals, employmentguide.com and tvjobs.com. Independence Television Company also has developed recruiting relationships with several area colleges, including the University of Louisville, Spalding College, Bellarmine College and Indiana University Southeast. Finally, Independence Television Company recruited job applicants at the Louisville Urban League Career Fair and also the University of Louisville Career Fair, which we participated in.

In addition to participating in the Louisville Urban League Career Fair and the U of L Career Fair, Independence Television Company's long-term recruitment and outreach initiatives include a continuing commitment to educational and career guidance. Independence Television Company has developed a "Job Shadow" program for high school students that allow them to "shadow" station employees as they work. This program will allow students to observe first-hand the operations of the broadcast industry and explore broadcasting career options. Independence Television Company has also developed a college internship program to allow college students majoring in broadcasting to earn college credit while gaining hand-on experience in the broadcast industry. We continue to seek out new recruitment sources that would like to be notified of job openings. Moreover, Independence Television Company will continue to develop new outreach and recruitment methods in furtherance of its EEO program requirements. We are proud of the programs that we currently use but we are always looking for opportunities to improve and add to our existing programs.